



Litter Picks

Electronic Newsletter

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Virginia Department of Environmental Quality, Division of Environmental Enhancement

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Welcome to *Litter Picks*, a look at litter prevention news in the Commonwealth and across the nation. We hope that some of this information is helpful to you in your programs, and hope you'll help us with news from your area related to litter prevention and awareness. Do you have an answer for the Question of the Month? Let us know by sending this information to Steve Coe at gscoe@deq.virginia.gov.

Litter Training Seminar a Success!

If you weren't in Charlottesville on February 22nd, then you missed a great opportunity to meet, greet, and learn from the Adopt-a-Highway coordinators and the locality litter coordinators included in each VDOT District. The seminar offered training to the 127 participants on the updated Adopt-a-Highway manual and procedures, the state's "Litter. It Just Isn't Natural" litter awareness campaign, volunteer recruitment and retention, as well as the opportunity to develop cooperative campaign strategies for promotion of a statewide Spring Litter Cleanup Campaign (see related story in next column). The training and litter program strategy sessions were well-received by the participants, and the seminar evaluations indicated that the coordinators felt that the seminar brought into focus important litter program issues and concerns. Most attendees indicated they looked forward to future seminars.

Adopt-a-Highway Guidelines

- Adopt-a-Highway is a program in which volunteers pick up litter on designated sections of secondary, primary or interstate highways owned by VDOT.
- Each adopted section of roadway is approximately 2 miles in length.
- Volunteers are issued a permit for their activities on VDOT right-of-ways and agree to pick up the section at least 4 times per year for two years.
- Volunteers are required to report their activities using the 1-800-PRIDEVA hotline or VDOT's website at www.adoptahighway@vdot.virginia.gov.
- VDOT provides safety signs, safety vests, and trash bags, and will assist in the disposal of the collected materials if requested.

See website: <http://www.virginiadot.org/infoservice/prog-aah-pickupexpmain.asp>

Question of the month: How do you handle complaints about littered areas in your community?

Last month's question: What one thing makes your litter prevention program successful? **Community support**

2005 Spring Statewide Litter Campaign

This campaign is designed to leverage the efforts and resources of the concerned environmental state agencies and program volunteers to heighten the awareness of litter and its effects, while encouraging and documenting litter cleanups across the state. The campaign will last approximately 3 months (April-June), and will involve the environmental

programs of the Departments of Transportation, Environmental Quality, Conservation and Recreation, Education, Forestry, Game and Inland Fisheries, and the Virginia State Police. VDOT's campaign web site is <http://www.virginiadot.org/infoservice/litter/index.html>.

Utilizing "Litter. It Just Isn't Natural" as its overall message, the Spring campaign can provide a higher visibility for local and regional anti-litter events and projects when seen as part of the statewide initiatives. The litter cleanup activities can also be recognized as Stewardship Virginia projects, and groups that register their events with Stewardship Virginia will receive a certificate for their efforts. Listing information can be found at the Stewardship Virginia website:

(www.dcr.virginia.gov/stewardship/index.htm) .

VOLUNTEERS – The Heart of Everything We Do!

This was the message presented to the litter and adopt-a-highway coordinators at the litter training seminar by Barbara E. Williams of Instructional Design Inc. This presentation offered insight into successfully recruiting and retaining volunteers for litter prevention and clean up projects.

Barbara offered 7 tips on motivating people to volunteer: 1) Be motivated yourself. Sincerity succeeds over technique every time. 2) Be clear on what you want people to do. 3) Be clear on how much time this volunteer activity will require. 4) Define the training and supervision the volunteer will get. 5) Identify and express the benefits to the volunteer from accomplishing the task. 6) Explain why you think this person will be a good fit for the project. 7) Paint an upbeat picture of the work. Volunteering should be fun at some level.

This message was followed up with tips on how to keep volunteers around, and how important timely recognition is to keeping volunteers motivated. For a copy of the handouts, please contact Steve Coe at (804) 698-4029.

Web Links of interest:

- <http://civic.louisaelectronicvillage.net/louisaccc>
- <http://www.longwood.edu/cleanva/>

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